

Vitality Magazine

Resource Directory Advertising

ADVERTISING DEADLINES FOR RESOURCE DIRECTORY

<u>PUBLICATION</u>	<u>DEADLINE DATES</u>
MARCH / SPRING ISSUE	JANUARY 22
JUNE / SUMMER ISSUE	APRIL 22
SEPTEMBER / FALL ISSUE	JULY 22
DEC / JAN - WINTER ISSUE	OCTOBER 22

The latest version of the Resource Directory is also available for readers to download from our website.

Reserving Ad Space:

1. Email, fax or mail your advertising requirements, indicating ad size, ad name, and in which issue(s) the ad is to run. All advertising booked for more than one issue requires an Advertising Contract to be signed by the customer.
2. If the deadline falls on a weekend or holiday, it is extended to the next business day at 4:30 pm. If you have missed our advertising deadline, call us anyway. Your ad can be put on a wait list, and will be accommodated if space allows.

Please email listings@vitalitymagazine.com

Advertising Rates:

(Includes typesetting, 60 words of text, and one photo or logo)

1 issue: \$150 plus 13% HST

4 issues: \$120 plus 13% HST (per issue)

Ad Format:

If you choose to make the ad yourself please make sure the dimensions are 7.25" wide by 2.25" high. Depending on the program you are using (please see electronic guidelines) you will be asked to send the file in a particular format. Please contact advertising@vitalitymagazine.com for more information regarding format.

Additional Charges:

1. If the text for your Resource Directory exceeds 60 words you will be charged an additional \$1.40 per word plus 13% HST.
2. If in subsequent issues you require changes to the original artwork, you will be charged for production. Rate is \$40+ HST per hour.

Terms Of Payment:

1. Ad payment must be received by deadline date. See schedule to the left.
2. Cheque, cash, Visa or MasterCard are acceptable methods of payment. If you book a multi-issue contract, and are paying by cheque, post-dated cheques are required. Post-dated Visa or MasterCard payments are also accepted.

POLICIES & CONDITIONS:

CANCELLATIONS – Advertisers who have purchased ad space at the 4X rate, but who prematurely withdraw their advertising, will be subject to retroactive billing at the 1X rate for the ads that ran prior to the cancellation. (All ad cancellations must be in writing.)

NSF CHEQUES are subject to a service charge of \$25 + HST, made payable to *Vitality* magazine.

RECEIPTS: Receipt requests require a self-addressed, stamped envelope at time of ad placement unless the receipt is sent via email.

ADVERTISING POLICY: All ads are subject to publisher's discretion.

LIABILITY: In the case of an error or omission of advertising material by *Vitality* magazine, the advertiser will be compensated for an amount equivalent to the actual dollar value of the ad containing the error, to the maximum of one issue. It is expected that the advertiser will check their ad right away when the issue is released.

Please direct all inquiries to: *Vitality* magazine, 356 Dupont St., Toronto, ON, Canada M5R 1V9

Telephone: (416) 964-0528 • Office Hours: 11 am to 4:30 pm, Monday to Friday

SAMPLE RESOURCE DIRECTORY ADVERTISEMENT:

Vitality is now digital. Email subscribe@vitalitymagazine.com

RETREATS • VACATIONS • GETAWAYS



A Natural Experience

- Environmentally friendly yoga studio/meeting room
- Individual, group or corporate retreats
- 4200 sq. ft. centre with accommodations in 10 cabins
- Natural setting on 150 acres – perfect for outdoor activities or relaxing
- Wholesome vegetarian meals • 90 minutes north of Toronto

For upcoming retreats or booking information visit www.sugaridge.ca or call 866-609-1793